



Introduction Deck

PT Lokal Habits Indonesia



AGENDA

- Our Mission
- Team Expertise
- Trend Analysis
- Size of Market
- Product Category
- Our Numbers
- Path to Integration
- Partnership Offer



OUR MISSION

To enhance the lives of our customers by providing high-quality, innovative products that **simplify and enrich their daily experiences**. We are committed to delivering products that not only meet but exceed customer expectations for quality, reliability, and value.



"Great things in business are never done by one person; they're done by a team of people."

– Steve Jobs



TEAM EXPERTISE



CEO

Fanny Aeni

Fanny has spent nearly 12-years working with incredible brands (Senka Shiseido, Bioderma, Aveeno, Kanmo Group, Mustika Ratu, etc) to transform their vision and bring products to market. With her keen eye for brand and marketing, she's helped redefine the way that companies approach of brand & product development.



COO

Frans Irawan

With a track record more than 20-years of sales leadership and operation excellent (Kino Group, Gondowangi, Priskilla, Dexa Medica, etc). He's dedicated to driving growth and fostering sales and commercial in a sector that is ripe for disruption.



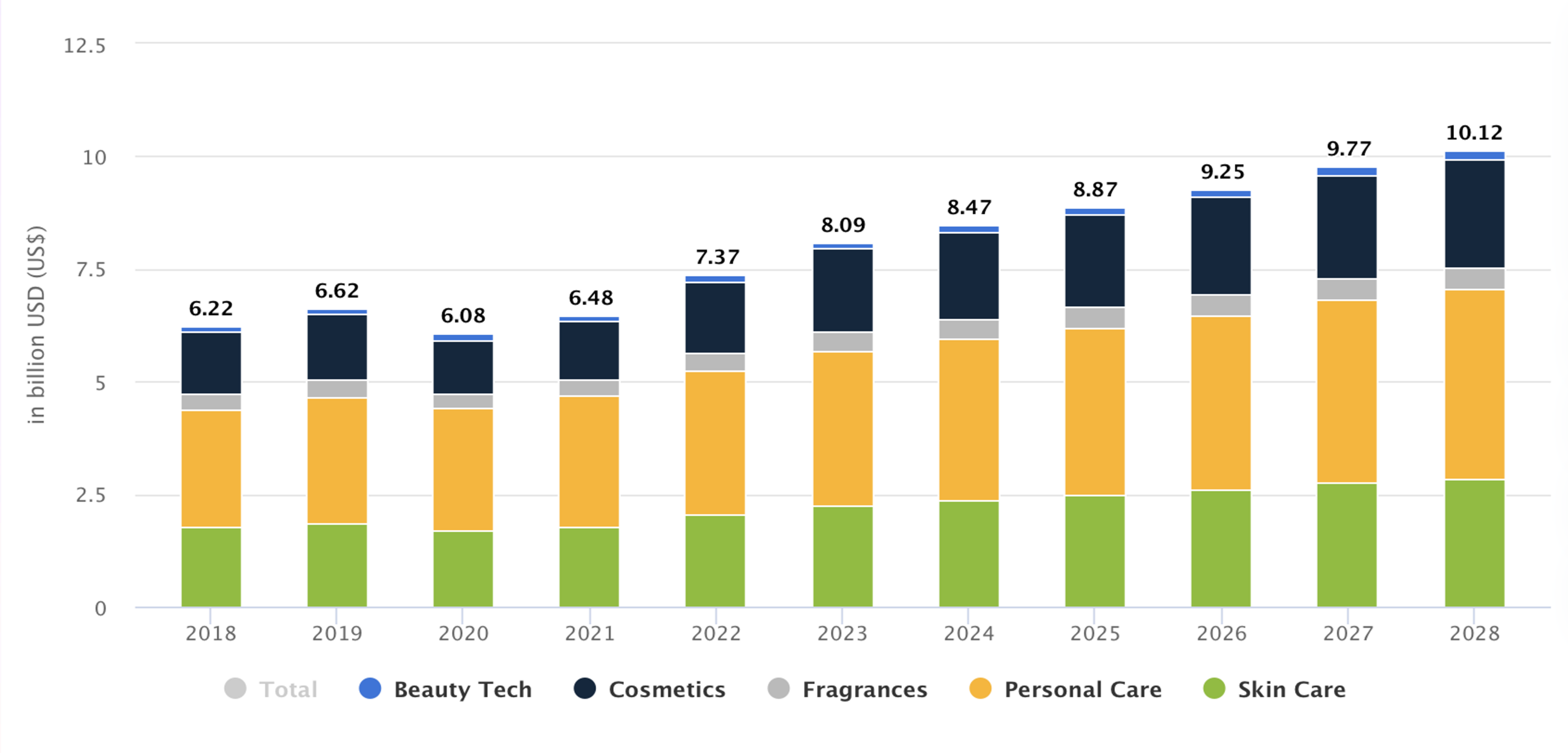
Product Development

Elisa Frederica

Has a focus experiences in Personal Care product development, production process, and product efficacy test.

TREND ANALYSIS: Beauty Category Overview

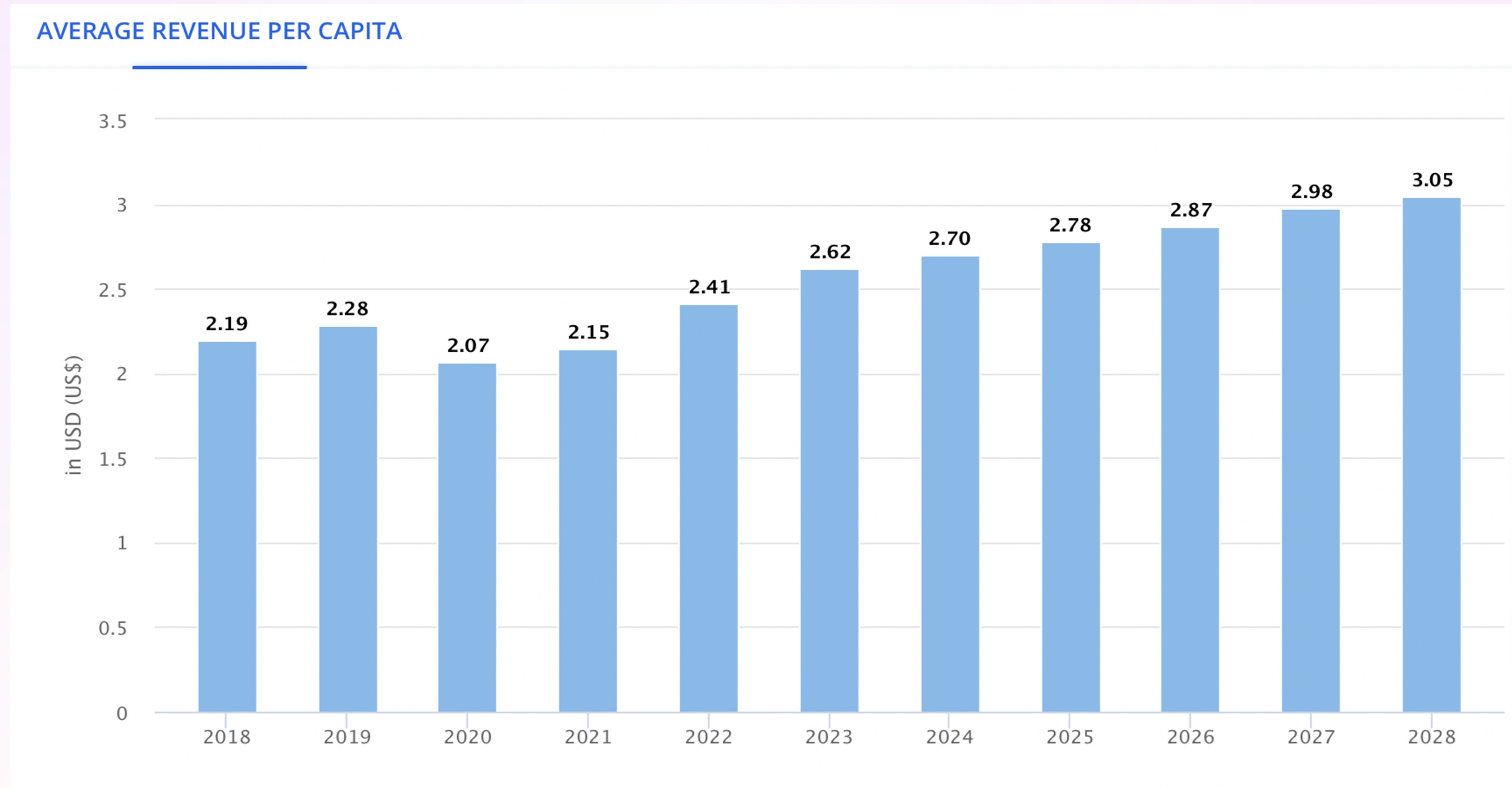
Revenue in the Beauty & Personal Care market amounts to US\$8.09bn in 2023. The market is expected to grow annually by 4.58% (CAGR 2023-2028).



Notes: Data shown is using current exchange rates and reflect market impacts of Russia-Ukraine war.
Most recent update: Aug 2023
Source: Statista Market Insights

TREND ANALYSIS: Personal Care Category

The market's largest segment is the segment Personal Care with a market volume of US\$3.41bn in 2023.



Most recent update: June 2023
Source: Statista Market Insights

In relation to total population figures, per person revenues of US\$29,140k are generated in 2023.

SIZE OF MARKET

Most recent update: June 2023
Source: Statista Market Insights

In USD (\$)

8B

3.4B

34M

TAM (Total Available Market)

Total demand for a beauty product in Indonesia, includes all potential customers who might need or want the product, regardless of whether they are currently in the market or not.

SAM (Serviceable Available Market)

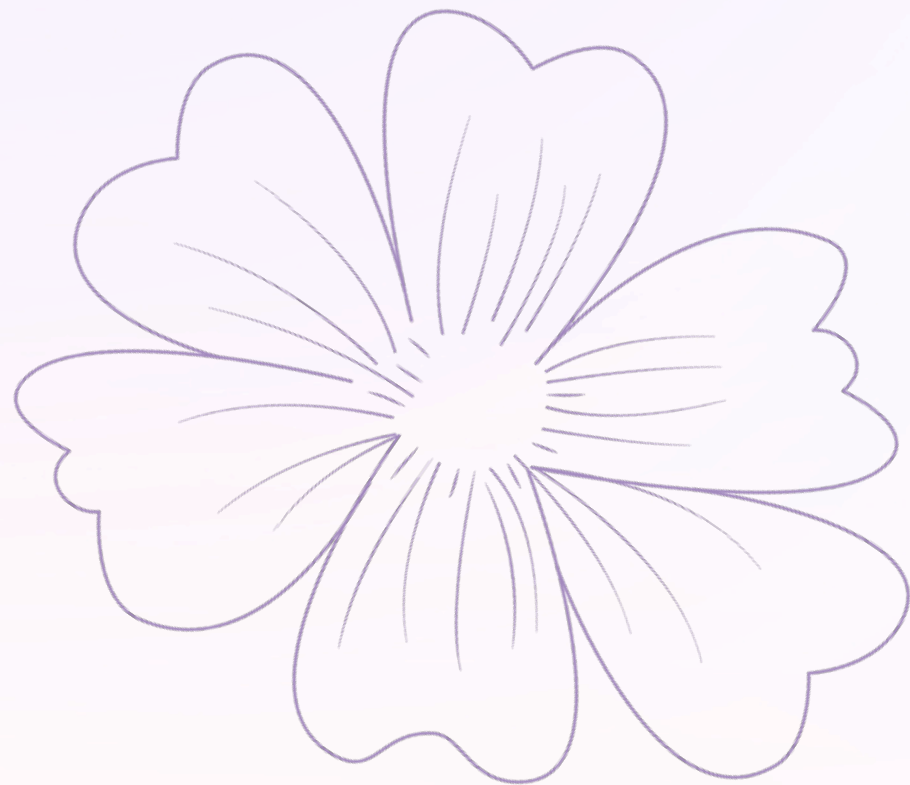
Potential target customer segments for personal care and body care revenue in this year across Nationwide

SOM (Serviceable Obtainable Market)

We stimulate to acquire and focus to penetrate to minimum 0.5% of SAM in 1st year, with average basket size (IDR 35,000)
potential to have 5 million rupiah!

Brand Value

We envision a society that embraces the interconnectedness of **mind, body, and soul**, and where each step taken towards self-care is a step towards a more radiant and vibrant life.



JOLINE

Positivity
Cheerful
Vivacity
Warmth & Charm



JOLINE

Sentuhan Mewah,
Kelembutan Yang Memikat



Our philosophy is rooted in the belief that pampering your skin is a part of self-love's lifelong journey.

PRODUCT CATEGORY

Product categories play a crucial role in creating a structured and efficient online / retail environment.

Bath & Shower



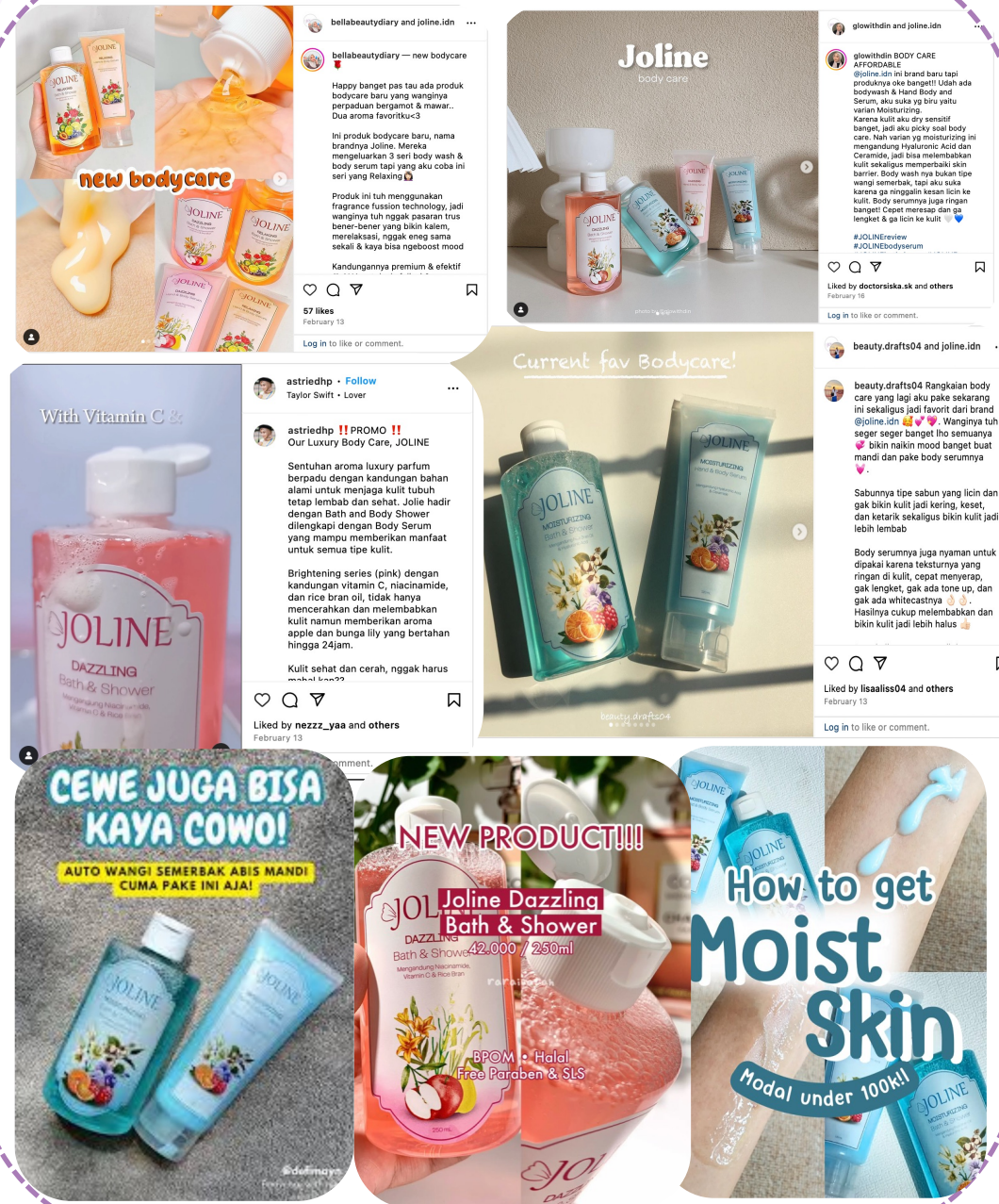
Hand & Body Serum



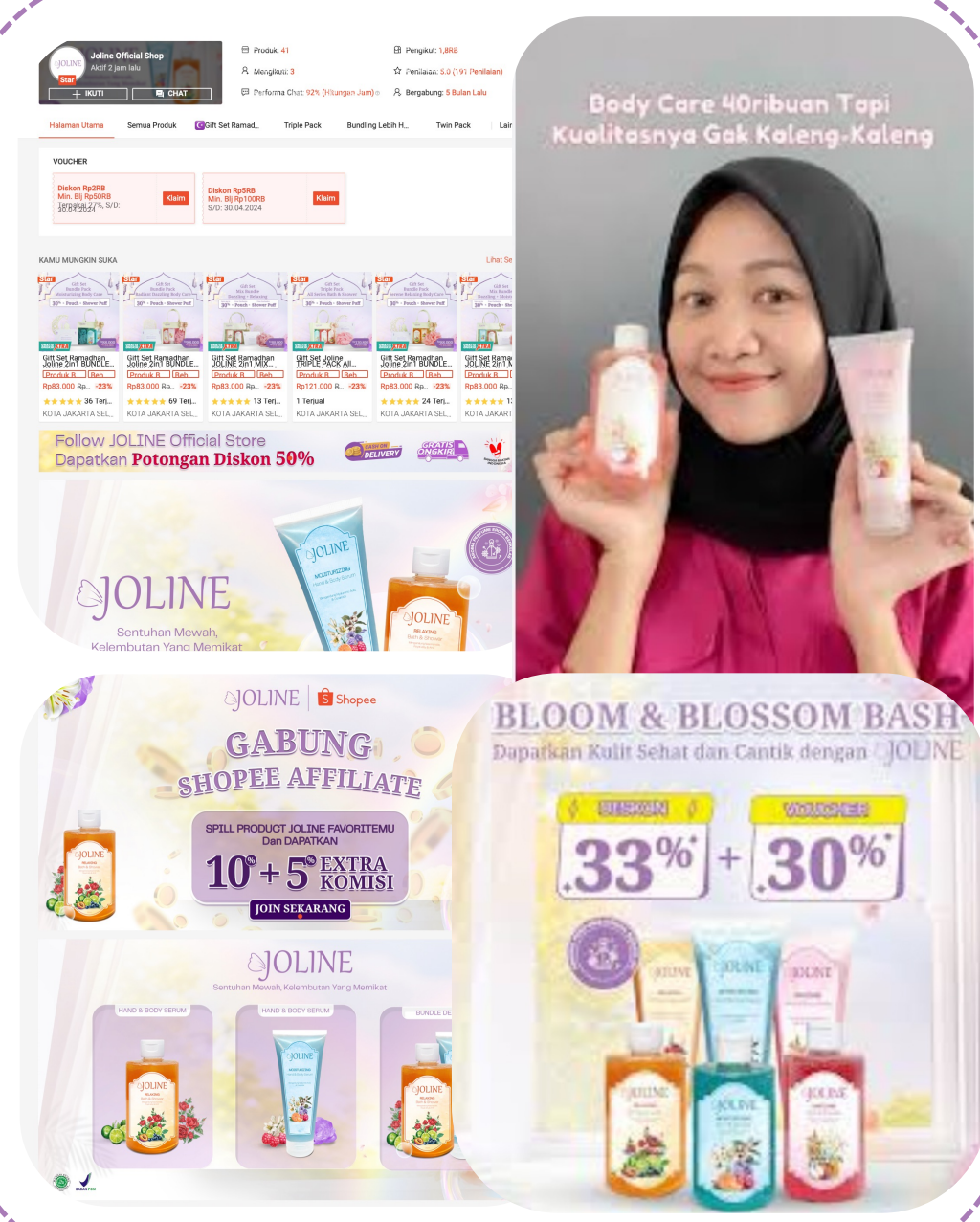
Product categories contribute to a positive user experience, aid in marketing efforts and provide valuable insights for business operations and decision-making. Categories allow for targeted marketing efforts, it can tailor marketing campaigns based on specific product groups, ensuring that promotions reach the most relevant audience.

HOW WE BROKE INTO THE MARKET IN THE FIRST 4 MONTHS

Hyper Targeted audience and proactively recruiting potential audience in a direct way.



Starting WOM and peers recommendation to get trialist
+200 KOLs involved and +5M potential reach



Expanding into e-commerce is crucial for JOLINE, in order to increase market reach and potential sales growth, as well as lower operational costs and higher profit margins. +5,000 pcs product sold with <10% Cost Ratio



Distribution expansion and establish best in class visibility within category at priority channels
+3,267 active outlets & 16 Local Distributors

PATH TO INTEGRATION

Adapt Sept '23

- Setting business model
- Define goals with all stakeholders / partners
- Finalized entity and its attributes.

Evaluate Oct - Dec '23

- Finalize strategy and key metrics measurement
- Establish timeline project
- Collect data and research
- Finalize concept and production preparation / execution

Launch Jan '24

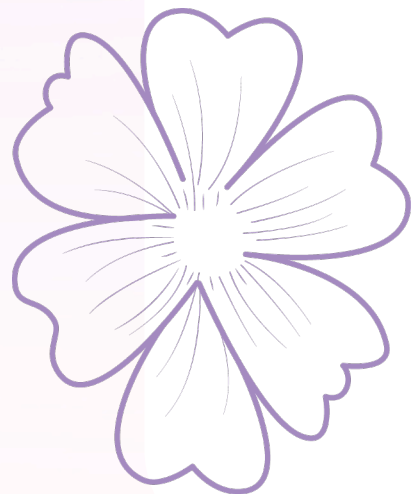
- Launch plan and product readiness
- Hiring process parallel with commercial activity starts
- Operation and marketing activities and execution synergy and collaborate

Monitor Q1 2024

- Create monitoring planning and system
- Customer feedback loops
- Identify challenges and barrier
- Continues improvement plan and execution
- Keep stake holders & partners informed quarterly basis

Iterate 2H 2024

- Continue to adaptable
- Seek external inputs such as distributors, retailers, partners, etc
- Long term strategy plan
- Business Review semester period





Look Closer.

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